



Midplus

LOGISTICS KNOWLEDGE CLUSTER

WORKPACKAGES



OVERALL OBJECTIVE

Identifying potential stakeholders of an (international) alumni network, determining their objectives and motivations, and ultimately specifying the needs for the creation of a digital alumni database / platform.

PHASE

1

Literature study on alumni networking

Conducting research on secondary data available with regards to alumni networking, both in international universities as well as higher educational institutes in general. The result of this phase is a literature study that helps shaping the following research activities.

2

Stakeholder identification

Based on the conclusions drawn from the literature study, the most relevant stakeholders in alumni networks will have to be identified to subsequently gather data on these stakeholders. This is to be seen as an informal part of the research, as the literature study serves as the basis for this activity.

3

Stakeholder motivation

Based on previous insights, stakeholders are investigated in closer detail for the participating universities. Overall motivations and preferences in regards to alumni network participation are gathered, and analyzed both in a consolidated as well as isolated manner. Per stakeholder identified, a report will be constructed for a) Universities b) Companies c) Alumni and d) Students

4

Functional definition

Insights derived in former phases should lead to conclusions in the area of functional design for an alumni network database or platform. Specifically: Advice should be provided on which functionalities must be part of such a platform, and in which way they should be designed to serve alumni network stakeholders in the best way possible.

5

Implementation strategy

Besides creating a digital platform for (international) alumni networking, conclusions on the operational activities and processes of such a network should be drawn on the basis of phases 1-3 of the project. These conclusions should be summarized in a so called "implementation strategy" for alumni networks in question.